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2008 Race Chair

Karen J. Dalton

2008 Sponsorships Chair

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Cynthia Visot

Race Director

Philip LaHaye

Miles for Moffitt Coordinator

Susan Meadows

May 21, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th St. S.W.
Washington, D.C. 20554

Dear Chairman Martin:

We are immensely grateful to WRBQ (Tampa Bay's Q105) for the support this station has given to Miles for Moffitt. This annual not-for-profit event has raised over \$200,000 for cancer research programs at Moffitt Cancer Center in Tampa.


Without WRBQ's support our event could not have achieved the levels of participation, which has grown from 1,200 to 3,000 participants in three years. In-kind media sponsors like WRBQ help keep our event promotion costs down so that 100 percent of the race entry fees go directly to cancer research.

Among WRBQ's contribution to Miles for Moffitt is a generous schedule of 30-second promotional spots, 15-second live announcements and on-air time interviews with event officials to raise awareness in the Tampa Bay community about our event.

In 2007, when our race event was postponed due to unexpected air quality conditions from wild fire smoke, WRBQ went above and beyond by extending its promotional spots to include additional announcements about the re-schedule race date.

WRBQ has also assisted Moffitt on other fund raising events, including the annual Key for the Cure.

Thank you for this opportunity to express our appreciation for the support WRBQ provides Miles for Moffitt whose sole purpose is to help Moffitt Cancer Center fulfill its mission to contribute to the prevention and cure of cancer.

Sincerely,

Karen Dalton
Founder and Chairman
Miles for Moffitt Inc.

To Benefit

